Belair fresh!

Taste why Belair is America's *1 menthol under 10 mg. 'tar.'

Lower 'tar' and lighter menthol give Belair its unique fresh taste. That's why more people smoke Belair than any other menthol under 10 mg. 'tar.' So come on fresh...taste today's Belair!

Kings & 100's–9 mg.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

People, 2-11-80

9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/xgmk0000